

Belvedere: April 28, 2005
Jerry Butler

TO: Transportation Authority of Marin Commissioners

Corte Madera:
Melissa Gill

RE: Safe Routes to School Program Request for Proposal (RFP)

Fairfax:
Lew Tremaine

Dear Commissioners:

Larkspur:
Joan Lundstrom

At the March 24, 2005 TAM meeting, the Commission reviewed the Safe Routes to School scope of work for the existing contract managed by the County of Marin and provided comments on the scope of work and the current program. At the April 13, 2005 TAM Executive Committee meeting, Committee members reviewed the revised draft RFP scope of work and provided additional comments. Based on the comments received, staff has prepared a revised version of the Safe Routes to School scope of work for TAM consideration.

Novato:
Pat Eklund

The goal of the Safe Routes to School program is to promote students ability to walk, bicycle, carpool or take transit safely to school. The program will endeavor to successfully implement the program at all public and private schools in Marin County and support the program on an on-going basis.

Ross:
Tom Byrnes

San Anselmo:
Peter Breen

The RFP scope of work addresses the concerns of the Commission regarding accountability of the Safe Routes to School consultant and the need for performance measures to determine the success of the program over time. The RFP requires that the consultant provide monthly progress reports describing the program activities and prepare an annual program evaluation. Program success will be evaluated by performance measures, including the number of schools participating, the number of students that received information and training and the number of volunteers assisting with the program.

San Rafael:
Al Boro

Sausalito:
Amy Belser

Tiburon:
Alice Fredericks

The consultant contract will be for a two year period with the opportunity for annual extensions after that time period. The Safe Routes to School program, along with other programs in Strategy 4, will be assessed every two years by the TAM Technical Advisory Committee in a public process involving parents, school officials and students.

County of Marin:
Susan Adams
Hal Brown
Steve Kinsey
Charles McGlashan
Cynthia Murray

Recommendation

Staff recommends that the Commission approve the RFP for distribution. Following approval, staff will distribute the RFP to the consultant community and post the RFP on the TAM website, as shown on the attached RFP process.

Respectfully Submitted,

Craig Tackabery
Executive Director

Attachments: Safe Routes to School Request for Proposals Process
Draft Request for Proposal Scope of Work

TRANSPORTATION AUTHORITY OF MARIN
Safe Routes to School Program

Request for Proposals Process

<u>Task</u>	<u>Completion Date</u>
1. Request for Proposals (RFP) Investigations: <ul style="list-style-type: none">• Review existing contract and RFP• Survey other agencies for performance standards and reporting methods• Interview current Safe Routes to Schools contractor team (Nelson Nygaard, MCBC, Parisi), agency staff and school representatives	April 6
2. Prepare review Draft RFP for the Executive Committee meeting on April 13, 2005	April 6
3. Request RFP approval from TAM Board, April 28, 2005	April 21
4. Develop RFP distribution list and identify panel members for proposal review and interviews	April 28
5. Mail out the RFP and post on web site	April 29
6. Proposals due	May 20
7. Convene interview panel: <ul style="list-style-type: none">• Discuss proposals• Contractor interviews• Recommend contractor	May 26
8. Contractor recommendation finalized	May 31
9. Recommend award to TAM Board, June 23, 2005	June 16
10. Award Contract	July 1

TRANSPORTATION AUTHORITY OF MARIN REQUEST FOR PROPOSALS

COUNTYWIDE SAFE ROUTES TO SCHOOLS PROGRAM

Background

The Transportation Authority of Marin (TAM) is the agency responsible for implementation of Measure A, a one-half cent transportation sales tax. It is the intent of TAM to select a qualified consultant to manage and implement the Marin County Safe Routes to School program as defined in the Measure A Expenditure Plan, Strategy 4.

The Program's goal is to build a physical environment and encourage a social climate that supports children's ability to walk, bicycle, and carpool or take transit safely to school, in order to:

- Reduce traffic congestion around schools;
- Create safer, calmer streets and neighborhoods;
- Improve air quality and provide a cleaner environment;
- Increase physical activity for children and youth; and
- Foster a healthier lifestyle for the whole family.

The Safe Routes to School program was originally started by the Marin County Bicycle Coalition as one of two national model programs funded by the National Highway Traffic Safety Administration. The program was then expanded into a countywide program through the City of San Rafael and was subsequently transferred to the County to be more inclusive of all Marin County schools. Presently, the Safe Routes to School program is administered by the Marin County Public Works Department and funded by a grant from the Bay Area Air Quality Management District (BAAQMD). With the passage of Measure A, the program will become the responsibility of TAM and funding for the program will be from Measure A. The Safe Routes to School program in Marin County has been cited as a model to others throughout California and the country. The successful consultant needs to build upon the past successes, essentially fine tuning and expanding the program.

The Safe Routes to School program has been implemented at over 40 of the 75 schools throughout the County over the past eighteen months. The program includes classroom education, special events, and safe routes development, mapping and engineering assistance. The success of the Marin County program is based largely on the broad based involvement of parents, teachers, engineers, school administrators and local elected officials, all working together with program staff and volunteers to ensure that the program is successful over the long term.

The selected consultant will refine, expand and build upon the success of the current Safe Routes to Schools program. The successful proposal must demonstrate:

1. Sufficient administrative capacity to manage public funds and to meet all reporting and audit requirements associated with TAM.
2. Experience in developing and implementing large scale bicycle and pedestrian safety programs, including knowledge of successful programs outside of Marin County that may have features applicable to the County.

3. Experience working with public advocacy groups and in organizing and working with volunteer organizations.
4. Ability to coordinate programs and projects involving multiple consultants and subconsultants.
5. Engineering expertise and experience in working with Public Works Departments and City Engineers to develop conceptual recommendations for, and implementation of, pedestrian and bicycle enhancements.
6. Ability to produce high quality graphic and educational material for distribution as part of this program, including the production of a monthly newsletter and providing updated information on the Safe Routes to School program to the TAM website.
7. Ability for team members who will have personal contact with school children (e.g. as trainer/instructors) to pass a criminal background examination.

Scope of Services

The following scope of services provides proposers with an outline of services that are expected to be offered as part of this program. The contract period will be for two years, with the opportunity to be extended for one additional year. As outlined in the Expenditure Plan, the program will be assessed every two years by the Technical Advisory committee, through a public process involving parents, school officials, and students throughout the County.

Proposers are invited to recommend amendments or adjustments to this scope to provide the most comprehensive Safe Routes to Schools program possible for Marin County.

Task 1.A Strategy Meetings

The Consultant will meet frequently with a variety of stakeholder groups to determine how the Safe Routes to Schools program is working, how it could be improved and/or expanded to include additional schools throughout the County.

Stakeholders groups include:

- **Parents, parent organizations (i.e. the PTA) and student volunteers involved in the program** at the participating schools.
- **School Officials** including those at districts which already participate in Safe Routes to Schools activities, and those that do not currently have programs. Both public and private K-12 schools and colleges are included in the Safe Routes to Schools program.
- **Public Works Directors/City Engineers** from the County and each City/Town who meet monthly to discuss common issues. Safe Routes to Schools has a significant impact on Public Works Departments, as recommendations from this program often require changes to infrastructure to provide improvements for enhanced bicycle and pedestrian access.
- **City Managers** from each city/town who meet regularly to discuss items of mutual interest.

Task 1.B Coordinate with TAM and Other TAM Programs

The Transportation Sales Tax (Measure A) Expenditure Plan outlines a program for spending that is entirely dedicated to transportation purposes in Marin County. The Plan is organized around four strategies designed to protect the environment and quality of life enjoyed in Marin. The Safe Routes to School program is included in Strategy 4, Reduce school related congestion and provide safer access to schools.

Strategy 4 includes two other programs, the Crossing Guard program and the funding for Safe Pathways to School. The consultant will need to coordinate with these two programs and the other programs and projects included in the other strategies within the Expenditure Plan. The Crossing Guard program will provide funding for up to 70 intersections throughout Marin County. The Safe Pathways to School program provides capital improvement funds for the Safe Routes to Schools program. The Safe Pathways program will provide funding for the engineering, environmental clearance, and construction of pathways and sidewalk improvements in all Marin County communities. Other fund sources are also expected to be used by local agencies to implement these capital projects.

The consultant will also need to coordinate with other County entities, programs and projects, including the Marin County Transit District and the Healthy Communities Network.

Task 2.A Evaluate Existing Programs

The Marin County Safe Routes to Schools program is one of the most successful in the country. In developing any new strategy for bicycle/pedestrian education, it is important to build upon the existing program.

Based on information obtained at the initial stakeholders meetings and the Program Evaluations for 2003-04 and 2004-05 (expected in August 2005), the consultant will conduct an evaluation of the existing Safe Routes to Schools program in Marin County. The evaluation will document the range of services and programs currently offered, as well as those that may be ongoing, independent of this contract. Program cost, oversight, accountability and effectiveness will be examined. For those programs with measurable performance objectives, the consultant will examine whether or not they have achieved or are likely to achieve their targets. For programs without clear objectives, the consultant will work with program leaders to develop appropriate measures. The consultant will develop parent surveys to distribute at participating schools to assess the opportunities and obstacles in achieving the success of the program.

Task 2.A Deliverable: Prepare a Technical Memorandum summarizing existing Safe Routes to Schools efforts in Marin County, an analysis of the parent surveys, an analysis of the effectiveness of these programs and recommendations for changes and/or additions to the program.

Task 2.B Research Best Practices of Other Safe Routes to Schools Programs

Considerable information exists on other programs throughout California and the United States. The consultant will summarize public information available on such programs, as well as other programs of which the consultant has knowledge, with emphasis on program items that are applicable to Marin County. Of particular importance will be measures of effectiveness used in other programs that could be used in Task 2.C below.

Task 2.B Deliverable: Prepare a Technical Memorandum summarizing elements of other programs that may be applicable to Marin County.

Task 2.C Develop Measures of Success

An important part of evaluating the success of the Safe Routes to School program is establishing objectives and performance standards for measuring program success. The current program, with funding from the BAAQMD, included performance measures targeted at the reduction of automobile trips, and the resulting improvement in air quality. The Safe Routes to School Program Evaluation 2003-04 documented a 13% reduction in “drive alone” travel to school, a 1.9 million mile reduction in vehicle miles traveled. TAM funding will allow a broader focus in performance measures, which could also include working with other entities in their collection of health related criteria. The consultant will develop two types of measures:

1. Program level measures that determine success at a programmatic level. These would include measures such as the number of participating schools added each year, number of students per school, the number of volunteers participating in the program, the continuation rate for existing schools and the response time for inquiries.
2. Individual School level programs that focus on mode shift and mode maintenance goals for non-auto modes. These goals may vary by school due to individual circumstances such as catchment area, terrain and availability of bike/pedestrian/bus facilities.

The study team will prepare monthly progress reports that will describe progress on program level measures identified above and developed in Task 2.B, and annual reporting on school level measures.

Task 2.C Deliverable: A comprehensive set of evaluation measures for both monthly and annual reporting (see Task 3.3). Annual reporting data is to be coordinated with publication of TAM's annual report.

Task 2.D Develop Plan for Maintaining Activities at Participating Schools

One of the challenges of any Safe Routes to Schools program is ensuring that the program becomes an ongoing part of school life, rather than a one-time set of events at the school. In this task, the consultant will develop a plan for maintaining participation of schools that have already completed their initial year(s), and will identify strategies and materials appropriate for an on-going, multi-year program.

Task 2.D Deliverable: Strategies and materials necessary to maintain participation of schools that have already been involved in the program for at least one year

Task 2.E Refine Existing Strategic Education Program and Materials

The consultant will review the current educational program and materials used by the Marin County administered Safe Routes to Schools program and develop a set of refined materials for TAM. The refined materials will incorporate the established image developed for TAM and will be able to be reproduced for general use. The materials will include the following:

- Generalized public outreach materials that can encourage new schools to become involved in the program.
- Materials to assist schools with an interest in Safe Routes to Schools, describing their role and responsibilities in the program and assisting them in organizing the infrastructure necessary to support an ongoing program. These materials will also

include any forms necessary to release liability from the program and to ensure that all participants understand their obligations and program requirements.

- Educational materials that can be used in the classroom and in training of volunteers, teachers, and other school participants.
- Mapping procedures and facilities to allow Safe Routes to Schools committees in collaboration with the applicable jurisdiction (City or County) for each participating school to document their preferred routes and identify and prioritize their infrastructure needs.
- Ongoing feedback and evaluation program and monthly reporting which documents the activities of the program and initiates modifications as necessary based on experience.
- Develop strategies and materials for supporting the school carpool program, which could include the creation and management of a “ride matching” database.
- Work with the Marin County Transit District in their efforts to promote yellow school bus and public transit ridership for students, and to promote youth transit fare discount programs.

Task 2E Deliverable: A comprehensive set of materials including a refined ‘Tool Kit’ which includes samples of all forms and outreach materials that will be used for the expanded Safe Routes to Schools program.

Task 3 Implement Countywide Program

The consultant team will become familiar with all previous studies and evaluations of the Safe Routes to School program. Implementation activities are expected to coincide with the termination of the current funding grant by the BAAQMD on June 30, 2005, which currently supports the Safe Routes to Schools program in Marin County, allowing the seamless continuation of the program.

Implementation activities are expected to include, but not be limited to the following:

3.1 Conduct Outreach to eligible schools. An important part of program implementation is outreach to schools that are eligible to participate in the Safe Routes to Schools programs. The strategies and materials developed in Task 2.D and E will be used to encourage schools to participate in the Safe Routes to School program.

3.2 Implementation of Safe Routes Activities. The consulting team will be responsible for providing all resources necessary for an expanded Safe Routes to Schools program, serving all public and private schools in the County with an interest in the program and ability to support Safe Routes activities. The task will continue Safe Routes activities in schools that already have programs underway, and will provide new programs in schools that are interested in participation. The proposal must identify a specific program of activities, including the type of activities and the number and frequency of the activities proposed at each school.

3.3 Ongoing evaluation and reporting. The consultant will prepare monthly reports for TAM and other stakeholders describing how programs were implemented and progress in achieving the program’s goals. The consultant will also make recommendations for changes to program priorities and implementation based on experience.

Task 3 Deliverable: Implementation of the program. Monthly reports and an annual evaluation report (see task 2.C) documenting progress toward the established Safe Routes to Schools goals.

Task 4.A Engineering Expertise (conceptual design)

The consultant team must include a licensed Civil or Traffic Engineer who is experienced in traffic engineering practices and can regularly meet with all stakeholders, including Public Works Directors/City Engineers, to identify appropriate traffic improvements and other measures that will encourage safe bicycle and pedestrian modes of travel to school. The engineer may also work with the applicable Public Works staff in developing a conceptual design of appropriate projects, cost estimating, preparing grant applications for construction of potential improvement projects and coordination with other Expenditure Plan Strategies.

The Consultant must be trained in conducting walkability and bikeability audits. In addition, the Consultant must be knowledgeable of California's Supplement to the Manual of Uniform Traffic Control Devices (MUTCD), California Code of Regulations Title 24, and the Americans with Disabilities Act.

TAM is developing a toolkit for Transit-Oriented Development and Pedestrian Oriented Design (TOD/PeD). The engineer will provide school access related technical comments on draft versions of the toolkit.

Task 4.B Develop Safe Routes to School Plans

The consultant team will support removal of barriers to walking and biking to school efforts, the Safe Pathways to School program and the School Crossing Guards program, by preparing Safe Routes to School Plans. A standard template and requirements will be developed for the plans. The plans will identify capital improvement projects for enhancing safety and reducing local congestion. Each plan will include recommendations for engineering, enforcement, education and encouragement. Initially, the plans will be developed for schools currently in the program, with additional plans prepared as schools are added to the program. The plans will obtain input from and be supported by parents, school officials, and the local jurisdiction.

Task 4.C Develop Grant Applications

The consultant team may be required to assist with grant applications and other documentation that would provide additional funds for the Safe Routes to School program, or for capital projects developed under state or federal programs.

Task 4 Deliverable: Ongoing conceptual engineering support of the Safe Routes to Schools program, including support for school based groups, coordination with Public Works staff responsible for project implementation, development of both short-term/early action and longer-range/capital projects, preparation of Safe Routes to Schools Plans, and technical data for grant applications. Technical memos commenting on school access related issues for drafts of the TOD/PeD toolkit.

Task 5 Measure A Safe Pathways to School Program

The consultant team will support the Safe Pathways to School Program by:

- Assisting in identifying projects already developed for Safe Pathways to School funding. Review past three years' of identified projects.
- Preparing Safe Routes to Schools plans (task 4.B).
- Assisting in developing Safe Pathways project selection criteria for TAM. Researching best practices, including those used in the California statewide capital program, as well as those used in other developing capital programs.

- Coordinating with and supporting TAM's Technical Advisory Committee (TAC) in reviewing Safe Pathways projects.
- Preparing grant applications for the Safe Pathways projects (task 4.C).

Task 5 Deliverable: Ongoing support to TAM for the Safe Pathways to School Program.

Task 6 Project Management and Oversight

The selected consultant will be expected to provide appropriate and experienced program management staff to work with TAM and other agencies in the County in managing this countywide program. The consultant will provide expertise in appropriate budgeting, evaluation measures and accountability for all programs. The team will also ensure that program goals are consistent with good engineering practices and County standards.

Task 6 Deliverable: Ongoing and as needed support related to project management, oversight and development.